

## CONTRACT



**WOIO**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

|   |   |  |
|---|---|--|
| <b>Contract / Revision</b><br>839733 /                |   | <b>Alt Order #</b>                                     |
| <b>Product</b><br>OH US SEN JOSH MANDEL OCT 24-OCT 30 |   |  |
| <b>Contract Dates</b><br>10/24/12 - 10/30/12          |   | <b>Estimate #</b><br>3053                              |
| <b>Advertiser</b><br>Mandel, J/US Senate/R            |   | <b>Original Date / Revision</b><br>10/23/12 / 10/23/12 |
| <b>Billing Cycle</b><br>EOM/EOC                       | <b>Billing Calendar</b><br>Broadcast        | <b>Cash/Trade</b><br>Cash                              |
| <b>Station</b><br>WOIO                                | <b>Account Executive</b><br>House WOIO/WUAB | <b>Sales Office</b><br>Cleveland Local                 |
| <b>Special Handling</b><br>Cash In Advance            |   |  |
| <b>Demographic</b><br>Adults 35+                      |   |  |
| <b>IDB#</b>   | <b>Advertiser Code</b>                      | <b>Product Code</b>                                    |
| <b>Agency Ref</b>                                     |   | <b>Advertiser Ref</b>                                  |

And:

**Strategic Media Placement.**  
 7669 Stagers Loop  
 Delaware, OH 43015

| *Line | Ch   | Start Date        | End Date        | Description         | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1   | WOIO | 10/24/12          | 10/26/12        | Action News at 6a   | 6-7a           |      | :30    |                   |             | NM   | 3     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | --WTF--             |                |      |        | 3                 | \$150.00    |      |       |            |
| N 2   | WOIO | 10/29/12          | 10/30/12        | Action News at 6a   | 6-7a           |      | :30    |                   |             | NM   | 2     | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | MT-----             |                |      |        | 2                 | \$150.00    |      |       |            |
| N 3   | WOIO | 10/24/12          | 10/25/12        | The Early Show      | 7-9a           |      | :30    |                   |             | NM   | 2     | \$200.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | --WT---             |                |      |        | 2                 | \$100.00    |      |       |            |
| N 4   | WOIO | 10/27/12          | 10/27/12        | Sat Early Show      | 9-11a          |      | :30    |                   |             | NM   | 1     | \$125.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | -----S-             |                |      |        | 1                 | \$125.00    |      |       |            |
| N 5   | WOIO | 10/28/12          | 10/28/12        | CBS Sunday Morning  | 9-1030a        |      | :30    |                   |             | NM   | 1     | \$2,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | -----S              |                |      |        | 1                 | \$2,000.00  |      |       |            |
| N 6   | WOIO | 10/28/12          | 10/28/12        | Face the Nation     | 1030-11a       |      | :30    |                   |             | NM   | 1     | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | -----S              |                |      |        | 1                 | \$3,000.00  |      |       |            |
| N 7   | WOIO | 10/24/12          | 10/26/12        | Action News at Noon | 12-1230p       |      | :30    |                   |             | NM   | 3     | \$1,425.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | --WTF--             |                |      |        | 3                 | \$475.00    |      |       |            |
| N 8   | WOIO | 10/29/12          | 10/30/12        | Action News at Noon | 12-1230p       |      | :30    |                   |             | NM   | 2     | \$950.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | MT-----             |                |      |        | 2                 | \$475.00    |      |       |            |
| N 9   | WOIO | 10/24/12          | 10/26/12        | Action News at 5p   | 5-6p           |      | :30    |                   |             | NM   | 3     | \$4,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | --WTF--             |                |      |        | 3                 | \$1,500.00  |      |       |            |
| N 10  | WOIO | 10/29/12          | 10/30/12        | Action News at 5p   | 5-6p           |      | :30    |                   |             | NM   | 2     | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | MT-----             |                |      |        | 2                 | \$1,500.00  |      |       |            |
| N 11  | WOIO | 10/24/12          | 10/26/12        | Action News at 6p   | 6-630p         |      | :30    |                   |             | NM   | 3     | \$7,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

|  |                                      |  |
|--|--------------------------------------|--|
| <u>Contract / Revision</u><br>839733 /       |                                      | <u>Alt Order #</u>                                     |
| <u>Contract Dates</u><br>10/24/12 - 10/30/12 | <u>Product</u><br>OH US SEN JOSH MAN | <u>Estimate #</u><br>3053                              |
| <u>Advertiser</u><br>Mandel, J/US Senate/R   |                                      | <u>Original Date / Revision</u><br>10/23/12 / 10/23/12 |

| *Line  | Ch   | Start Date        | End Date        | Description              | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Totals<br>Spots Amount |              |
|--------|------|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|------|------------------------|--------------|
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |              |
| Week:  |      | 10/22/12          | 10/28/12        | --WTF--                  |                |      |        | 3                 | \$2,500.00  |      |                        |              |
| N 12   | WOIO | 10/29/12          | 10/30/12        | Action News at 6p        | 6-630p         |      | :30    |                   |             | NM   | 2                      | \$5,000.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |              |
| Week:  |      | 10/29/12          | 11/04/12        | MT-----                  |                |      |        | 2                 | \$2,500.00  |      |                        |              |
| N 13   | WOIO | 10/24/12          | 10/25/12        | M-F 7-730p               | 7-730p         |      | :30    |                   |             | NM   | 2                      | \$9,000.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |              |
| Week:  |      | 10/22/12          | 10/28/12        | --WT---                  |                |      |        | 2                 | \$4,500.00  |      |                        |              |
| N 14   | WOIO | 10/29/12          | 10/30/12        | M-F 7-730p               | 7-730p         |      | :30    |                   |             | NM   | 2                      | \$9,000.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |              |
| Week:  |      | 10/29/12          | 11/04/12        | MT-----                  |                |      |        | 2                 | \$4,500.00  |      |                        |              |
| N 15   | WOIO | 10/26/12          | 10/26/12        | M-F 730-8p               | 730-8p         |      | :30    |                   |             | NM   | 1                      | \$5,000.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |              |
| Week:  |      | 10/22/12          | 10/28/12        | ----F--                  |                |      |        | 1                 | \$5,000.00  |      |                        |              |
| N 16   | WOIO | 10/24/12          | 10/26/12        | Action News at 11p       | 11-1135p       |      | :30    |                   |             | NM   | 3                      | \$9,000.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |              |
| Week:  |      | 10/22/12          | 10/28/12        | --WTF--                  |                |      |        | 3                 | \$3,000.00  |      |                        |              |
| N 17   | WOIO | 10/29/12          | 10/30/12        | Action News at 11p       | 11-1135p       |      | :30    |                   |             | NM   | 2                      | \$6,000.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |              |
| Week:  |      | 10/29/12          | 11/04/12        | MT-----                  |                |      |        | 2                 | \$3,000.00  |      |                        |              |
| N 18   | WOIO | 10/27/12          | 10/27/12        | Lt Sa Action News at 11p | 11p-2a         |      | :30    |                   |             | NM   | 1                      | \$700.00     |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |              |
| Week:  |      | 10/22/12          | 10/28/12        | -----S-                  |                |      |        | 1                 | \$700.00    |      |                        |              |
| N 19   | WOIO | 10/28/12          | 10/28/12        | Lt Su Action News at 11p | 11p-2a         |      | :30    |                   |             | NM   | 1                      | \$700.00     |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |              |
| Week:  |      | 10/22/12          | 10/28/12        | -----S                   |                |      |        | 1                 | \$700.00    |      |                        |              |
| N 20   | WOIO | 10/28/12          | 10/28/12        | Sun Hour 1               | 7-830p         |      | :30    |                   |             | NM   | 1                      | \$3,500.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |              |
| Week:  |      | 10/22/12          | 10/28/12        | -----S                   |                |      |        | 1                 | \$3,500.00  |      |                        |              |
| N 21   | WOIO | 10/28/12          | 10/28/12        | Browns Football          | 12-8p          |      | :30    |                   |             | NM   | 1                      | \$40,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                        |              |
| Week:  |      | 10/22/12          | 10/28/12        | -----S                   |                |      |        | 1                 | \$40,000.00 |      |                        |              |
| Totals |      |                   |                 |                          |                |      |        |                   |             |      | 39                     | \$111,350.00 |

| Time Period         | # of Spots | Gross Amount        | Net Amount         |
|---------------------|------------|---------------------|--------------------|
| 10/01/12 - 10/28/12 | 27         | \$87,100.00         | \$74,035.00        |
| 10/29/12 - 10/30/12 | 12         | \$24,250.00         | \$20,612.50        |
| <b>Totals</b>       | <b>39</b>  | <b>\$111,350.00</b> | <b>\$94,647.50</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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# JOSH MANDEL

839135

*[Signature]*  
10/12/13

Revision #: 0 Date: 10/23/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3053  
Media: TV Description: OH US SEN JOSH MANDEL OCT 24-OCT 30  
Product: GENERAL Flight Start Date: 10/24/12 5:00:00 AM  
Market: Cleveland Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

## Revision Comments:

| Line No | Daypart Program                          | Daypart Code | STN Gross | STN Net    | Days       |     |     |     |     |     |     | Total Spots |       |   |
|---------|--|--------------|-----------|------------|------------|-----|-----|-----|-----|-----|-----|-------------|-------|---|
|         |  |              |           |            | Wed        | Thu | Fri | Sat | Sun | Mon | Tue |             |       |   |
|         |  |              |           |            |            |     |     |     |     |     |     |             | Dur   |   |
|         |  |              |           |            |            |     |     |     |     |     |     |             | 10/24 |   |
|         |  |              |           |            |            |     |     |     |     |     |     |             | 10/25 |   |
|         |  |              |           |            |            |     |     |     |     |     |     |             | 10/26 |   |
|         |  |              |           |            |            |     |     |     |     |     |     |             | 10/27 |   |
|         |  |              |           |            |            |     |     |     |     |     |     |             | 10/28 |   |
|         |  |              |           |            |            |     |     |     |     |     |     |             | 10/29 |   |
|         |  |              |           |            |            |     |     |     |     |     |     |             | 10/30 |   |
|         |  |              |           |            |            |     |     |     |     |     |     |             |       |   |
| WOIO-TV |  |              |           |            |            |     |     |     |     |     |     |             |       |   |
| 130     | MTuWThF 6:00a-7:00a<br>ACTN NWS-MORN<    | 6            | EM        | \$150.00   | \$127.50   | 30  | 1   | 1   | 1   | 0   | 0   | 1           | 1     | 5 |
| 131     | MTuWThF 7:00a-9:00a<br>EARLY SHW2-CBS<   | 6            | EM        | \$100.00   | \$85.00    | 30  | 1   | 1   | 0   | 0   | 0   | 0           | 0     | 2 |
| 132     | Sa 9:00a-11:00a<br>SAT ER SHW-CBS        | 9            | WK        | \$125.00   | \$106.25   | 30  | 0   | 0   | 0   | 1   | 0   | 0           | 0     | 1 |
| 133     | Su 9:00a-10:30a<br>SUNDAY MRN-CBS        | 2            | WK        | \$2,000.00 | \$1,700.00 | 30  | 0   | 0   | 0   | 0   | 1   | 0           | 0     | 1 |
| 134     | Su 10:30a-11:00a<br>FACE NATN-CBS        | 2            | WK        | \$3,000.00 | \$2,550.00 | 30  | 0   | 0   | 0   | 0   | 1   | 0           | 0     | 1 |
| 135     | MTuWThF 12:00p-12:30p<br>ACTN NWS-NOON<  | 9            | DT        | \$475.00   | \$403.75   | 30  | 1   | 1   | 1   | 0   | 0   | 1           | 1     | 5 |
| 136     | MTuWThF 5:00p-6:00p<br>ACTN NWS-5 PM<    | 2            | EN        | \$1,500.00 | \$1,275.00 | 30  | 1   | 1   | 1   | 0   | 0   | 1           | 1     | 5 |
| 137     | MTuWThF 6:00p-6:30p<br>ACTN NWS-SIX<     | 2            | EN        | \$2,500.00 | \$2,125.00 | 30  | 1   | 1   | 1   | 0   | 0   | 1           | 1     | 5 |
| 138     | MTuWThF 7:00p-7:30p<br>WHEEL             | 2            | PA        | \$4,500.00 | \$3,825.00 | 30  | 1   | 1   | 0   | 0   | 0   | 1           | 1     | 4 |
| 139     | MTuWThF 7:30p-8:00p<br>JEOPARDY          | 2            | PA        | \$5,000.00 | \$4,250.00 | 30  | 0   | 0   | 1   | 0   | 0   | 0           | 0     | 1 |
| 140     | MTuWThF 11:00p-11:35p<br>ACTN NWS-ELEVN< | 2            | LN        | \$3,000.00 | \$2,550.00 | 30  | 1   | 1   | 1   | 0   | 0   | 1           | 1     | 5 |



# JOSH MANDEL

Revision #: 0 Date: 10/23/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3053  
Media: TV Description: OH US SEN JOSH MANDEL OCT 24-OCT 30  
Product: GENERAL Flight Start Date: 10/24/12 5:00:00 AM  
Market: Cleveland Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

## Revision Comments:

| Line No | Daypart Program | Daypart Code | STN Gross | STN Net | Days | Wed   | Thu   | Fri   | Sat   | Sun   | Mon   | Tue   | Total Spots |
|---------|-----------------|--------------|-----------|---------|------|-------|-------|-------|-------|-------|-------|-------|-------------|
|         |                 |              |           |         | Dur  | 10/24 | 10/25 | 10/26 | 10/27 | 10/28 | 10/29 | 10/30 |             |

## WOIO-TV

|     |                  |    |             |             |    |   |   |   |   |   |   |   |   |
|-----|------------------|----|-------------|-------------|----|---|---|---|---|---|---|---|---|
| 141 | Sa 11:00p-11:35p | LN | \$700.00    | \$595.00    | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
|     | NEWS             |    |             |             |    |   |   |   |   |   |   |   |   |
| 142 | Su 11:00p-11:35p | LN | \$700.00    | \$595.00    | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
|     | NEWS             |    |             |             |    |   |   |   |   |   |   |   |   |
| 143 | Su 7:00p-8:00p   | RT | \$3,500.00  | \$2,975.00  | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
|     | 60 MINUTES       |    |             |             |    |   |   |   |   |   |   |   |   |
| 144 | Su 1:00p-4:00p   | WK | \$40,000.00 | \$34,000.00 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
|     | BROWNS           |    |             |             |    |   |   |   |   |   |   |   |   |

Total Spots: 7 7 6 2 5 6 6 39

|             |              |             |
|-------------|--------------|-------------|
| Total Cost: | \$111,350.00 | \$94,647.50 |
| Total       |              |             |
| OCT 12      | \$87,100.00  | \$74,035.00 |
| NOV 12      | \$24,250.00  | \$20,612.50 |

Disclaimer:

Signature: \_\_\_\_\_



# Summary by Station/System

Date: 10/23/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3053  
Media: TV Description: OH US SEN JOSH MANDEL OCT 24-OCT 30  
Product: GENERAL Flight Start Date: 10/24/12 5:00:00 AM  
Market: Cleveland Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

| Station       | Total Spots | STN Gross    | PCT  | STN Net     | PCT  |
|---------------|-------------|--------------|------|-------------|------|
| WOIO-TV       | 39          | \$111,350.00 | 100% | \$94,647.50 | 100% |
| Market Total: | 39          | \$111,350.00 |      | \$94,647.50 |      |